CLAIMS

What is claimed is:

1 1. A method for providing encoded media content over a network, the method

2   comprising the computer-implemented steps of:

3   receiving over the network a first request to encode a media program file in one or

4   more encoding formats, wherein the first request is received from an end-

5   user client that is connected to the network;

6   in response to receiving the first request, servicing the first request by

7   automatically generating one or more encoded media files by encoding the

8   media program in the one or more encoding formats, and

9   after encoding the media program in the one or more encoding formats,

10   automatically hosting the one or more encoded media files on a hosting

11   server in response to receiving from the end-user client a second request to

12   host the one or more encoded media files, wherein the hosting server is

13   configured to allow selective access to the one or more encoded media

14   files over the network.

1 2. The method as recited in Claim 1, wherein the selective access includes access

2   given to the end-user client and which allows the end-user client to manipulate the

3   one or more encoded media files.

1 3. The method as recited in Claim 2, further comprising allowing an end-user to

2   create a tree structure directory through commands entered at the end-user client

3   for organizing encoded media files that are hosted at the service host.

4. The method as recited in Claim 2, further comprising:

providing real-time reporting of statistics on the one or more encoded media files

that are hosted at the hosting server; and

allowing an end-user through entering commands at the end-user client to

dynamically determine whether to remove the one or more encoded media

files from publication.

5. The method as recited in Claim 1, wherein the selective access includes access

given to an end-user client of the network and which allows the end-user client to

receive a publication of at least one of the one or more encoded media files in

response to a request by the end-user client to receive the publication.

6. The method as recited in Claim 1, further comprising:

causing a user interface to be displayed at the end-user client, wherein the user

interface:

allows entry of encoding requests; and

allows uploading of the media program from the customer client to a

server over the network; and

in response to an end-user interacting with the user interface, providing to the end-

user an encoding request form through the user interface, wherein the

encoding request form includes a mailing bar code.

7. The method as recited in Claim 1 further comprising providing automated online

design control, wherein the design control comprises the control of one or more

of:

sequencing of segments of the one or more encoded media files;

timing between the segments of the one or more encoded media files;

synchronization of text with the segments of the one or more encoded media files;

7   selection of music for each segment of the one or more encoded media files; and

8   alteration of the segments of the one or more encoded media files.

1   8.   The method as recited in Claim 7, wherein the segments of the one or more

2   encoded media files comprise two or more slides, frames, or video clips.

1   9.   The method as recited in Claim 1, further comprising a purchasing credit system,

2   wherein:

3   credits are purchased by an end-user;

4   a predetermined number of credits are associated with each e-commerce

5   transaction associated with the comprehensive remote servicing of the

6   media program; and

7   pricing of credits are inversely proportionate to a number of credits purchased.

1   10.   A computer-readable medium carrying one or more sequences of instructions for

2   providing encoded media content over a network, wherein execution of the one or

3   more sequences of instructions by one or more processors causes the one or more

4   processors to perform the steps of:

5   receiving over the network a first request to encode a media program file in one or

6   more encoding formats, wherein the first request is received from an end-

7   user client that is connected to the network;

8   in response to receiving the first request, servicing the first request by

9   automatically generating one or more encoded media files by encoding the

10   media program in the one or more encoding formats, and

11   after encoding the media program in the one or more encoding formats,

12   automatically hosting the one or more encoded media files on a hosting

13   server in response to receiving from the end-user client a second request to

14   host the one or more encoded media files, wherein the hosting server is

15   configured to allow selective access to the one or more encoded media

16   files over the network.

1   11.   The computer-readable medium as recited in Claim 10, wherein the selective

2   access includes access given to the end-user client and which allows the end-user

3   client to manipulate the one or more encoded media files.

1   12.   The computer-readable medium as recited in Claim 11, further comprising

2   allowing an end-user to create a tree structure directory through commands

3   entered at the end-user client for organizing encoded media files that are hosted at

4   the service host.

1   13.   The computer-readable medium as recited in Claim 11, further comprising:

2   providing real-time reporting of statistics on the one or more encoded media files

3   that are hosted at the hosting server; and

4   allowing an end-user through entering commands at the end-user client to

5   dynamically determine whether to remove the one or more encoded media

6   files from publication.

1   14.   The computer-readable medium as recited in Claim 10, wherein the selective

2   access includes access given to an end-user client of the network and which

3   allows the end-user client to receive a publication of at least one of the one or

4   more encoded media files in response to a request by the end-user client to receive

5   the publication.

1   15.   The computer-readable medium as recited in Claim 10, further comprising:

2   causing a user interface to be displayed at the end-user client, wherein the user

3   interface:

4   allows entry of encoding requests; and

5   allows uploading of the media program from the customer client to a

6   server over the network; and

7   in response to an end-user interacting with the user interface, providing to the end-

8   user an encoding request form through the user interface, wherein the

9   encoding request form includes a mailing bar code.

1   16.   The computer-readable medium as recited in Claim 10, further comprising

2   providing automated online design control, wherein the design control comprises

3   the control of one or more of:

4   sequencing of segments of the one or more encoded media files;

5   timing between the segments of the one or more encoded media files;

6   synchronization of text with the segments of the one or more encoded media files;

7   selection of music for each segment of the one or more encoded media files; and

8   alteration of the segments of the one or more encoded media files.

1   17.   The computer-readable medium as recited in Claim 16, wherein the segments of

2   the one or more encoded media files comprise two or more slides, frames, or

3   video clips.

1   18.   The computer-readable medium as recited in Claim 10, further comprising a

2   purchasing credit system, wherein:

3   credits are purchased by a customer;

4   a predetermined number of credits are associated with each e-commerce

5   transaction associated with the comprehensive remote servicing of the

6   media program; and

7   pricing of credits are inversely proportionate to a number of credits purchased.